Our lead speaker, Dr. Georges C. Benjamin, Executive Director of the American Public Health Association, enlightened us about the many important roles health care providers and community groups have during public health emergencies. We also heard from Chris Olson, Principal, Chris Olson Associates about the effectiveness of library promotion campaigns. We learned creating awareness is not enough – we need to get those patrons to take action!

MAC’s contributed papers and posters are always a conference favorite, and this year was no exception. With three concurrent paper sessions, and, three poster sessions, we had wonderful opportunities to talk to fellow members about their ef-

(Continued on page 2)

MAC is Meeting in Morgantown!

Morgantown, West Virginia is hosting MAC’s Annual Meeting in 2008 and what a beautiful place to be in October! Nestled in northern West Virginia on the Monongahela River, Morgantown is home to West Virginia University where new students begin their academic life with Adventure WV Program, a unique outdoor orientation!

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forts. Weren’t able to catch everything? Coming soon: copies of papers and posters on the conference Website!

After the success of last year’s Hospital Librarian Symposium in Atlanta, we followed suit, offering a luncheon for hospital and AHEC librarians. Over 25 librarians attended, giving them a unique opportunity to network with others with similar interests.

Thursday featured our Technology Symposium. Nationally-recognized tech gurus Bart Ragon, Michelle Kraft, and Max Anderson led us in an overview of current and future technologies Web 2.0. And, we got CE credit for this event — what a nice bonus!

Throughout the meeting, we enjoyed wonderful meals and breaks. I’m still hoping one of those refrigerators filled with a variety of beverages will appear outside the meeting rooms I frequent...

Finally, a special thanks to everyone who worked so hard to make this meeting such a success. Next up? MAC 2008 will be October 20 – 22 at the Waterfront Place Hotel in Morgantown, WV. Hmm, a meeting in the mountains in October... can you say beautiful fall vistas? Mark your calendars now and stay tuned for details on what will prove to be a meeting filled with wonderful sights and programming!

Andrea Horne
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black lipstick, loaf size éclairs and Westminster Hall, these are some of my memories from the 2007 MAC/MLA meeting in Baltimore, Maryland. I arrived Monday evening at the Marriott Inner Harbor at Camden Yards and as I walked in the lobby I saw tables set up for registration and wondered how many other medical librarians had already arrived. Tuesday was the first official day of the meeting for me. I was enrolled in the Super Searcher class but the class did not start until the afternoon. I decided to walk to the Inner Harbor that morning. It’s funny how I grew up on the other side of the Beltway in Virginia but it took a library conference for me to explore the city of Baltimore.

After my adventure to the Inner Harbor I returned to the hotel to wait for others who were taking classes off-site. As I was waiting in the lobby I saw a familiar face, my supervisor at my internship, Deniz Ender. If it was not her, I would have not known of the existence of MAC and MLA. She was also taking the Super Searcher class. The class introduced me to other search engines besides Google and gave a brief but informative timeline of the Internet. I learned new terms like “Clusty Cloud” and learned what seasoned medical librarians found useful in their searches. The exercises in class were a unique way of exploring each of the search engines and gave you a better perspective on why you would use Vivisimo compared to Dogpile.

Later that day, I planned to meet Deniz again and we would walk to Westminster Hall for the Welcome Reception. I had reviewed the official website many times and for some reason never closely looked at the Librarians of Doom section, specifically the dressing in Goth part. As I waited for Deniz, I saw people in the lobby with black lipstick, black nail polish, fishnet stockings and metal collars. I thought, were these the same people who were in cardigans and comfortable shoes hours earlier? It was nice to see people at a business conference not take themselves so seriously for one night. The reception at Westminster Hall allowed me to meet new librarians including my mentor for the meeting and last year’s scholar Amy Blevins.

The next morning started with meeting Shannon Jones, the chair for the MAC Membership and Recruitment Committee. I also saw Amy again and the other MAC scholar Travis. We were selling tickets for gift baskets and all the proceeds would go to the scholarship for next year’s MAC scholar. Following the breakfast, there was the Welcome and Address by the Chairs of this year’s committee. After listening to the keynote address by Dr. Benjamin, there was the first poster session and listening to contributed papers. These opportunities let me see what other health science libraries were working on that ranged from weeding books to collaborating on a new consumer health Website. That evening I attended the first Dine Around and our tour guide for the evening Mandy Malloy took us to Amici’s for dinner and Vaccaro’s for dessert. Both places were wonderful and I saw the biggest éclair in my life at Vaccaro’s. This was another great opportunity to meet other librarians. At the Dine Around I learned a lot from Mandy's job history and now know how AHECs help a community.

My last day of the conference, Thursday, began very much like the previous day but this time I wasn’t selling tickets for the gift baskets. At lunch I attended the Technology Roundtable discussion and was at the Wiki/Blog table. Until the conference I had very little experience with both but after listening to a contributed paper on blogs and the roundtable discussion I feel I have a better grasp about when to use a wiki or blog. We were also given handouts of examples of different ways health science libraries use both formats and resources to start a wiki or blog. Once again

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For those who prefer a more leisurely stay, the hotel offers an onsite Waterfront Spa where you can have a massage, or enjoy a dip in the indoor pool or hydrotherapy pool after exercising in the fitness center.

The theme for the MAC 2008 Annual Meeting is “Almost Heaven: Exploring New Vistas!” Local Arrangements and Program Committee members are already hard at work preparing for the meeting. Here are some of the highlights from the proposed schedule.

The Meeting will begin on Monday October 20th with full and half-day CE classes and a Welcome Reception that evening. Tuesday the 21st is packed with events including exhibits, papers, posters, the Awards luncheon and more. Join the Hospital Librarians at a buffet dinner or dine around at local restaurants that evening. Wednesday the 22nd will begin with the traditional breakfast Business Meeting, followed by a panel discussion of “The Greatest Challenge Librarians Face.” We’ll have an update from the NLM & NN/LM folks then finish up with the Roundtable Luncheon, leaving the rest of the day (or perhaps the week?) open for you to explore some local vistas on your own, or relax a bit before heading back home!

We’ll share more details and keep you posted in the months ahead. In the meantime, mark your calendars and start planning for another exciting and rewarding experience at MAC in Morgantown 2008!

Susan Arnold
Co-Chair, 2008 Annual Meeting
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To be chosen as one of the 2007 MAC Scholars was a true honor. There is much that I have taken away from this year’s meeting. From learning about the difference between a wiki and a blog to seeing a poster presentation about a table of contents service, it would be difficult to not find at least one thing I could apply to my present job and library career. What I will remember the most is seeing the camaraderie among all the librarians and how welcoming all the librarians were to me. I really had no idea what to expect before coming to this year's meeting. For future reference, I now know that I can count on a well-organized meeting that allows for CE credit opportunities, networking and reuniting with friends.

Minh Truong
MAC Scholar
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In a recent edition of *The Chronicle of Higher Education* there was a three page synopsis of the thoughts of young librarians from different schools around the nation. The report described the value and power that libraries and library staff have now more than ever. Technology was the recurring theme throughout the different *Chronicle* interviews. At the MAC conference “What’ll it be Hon: Libraries à la Carte” heaping helpings of technology was served up with sides of good old fashioned customer service and common sense emergency preparedness that reflect the changing world that we all must face.

Being in Baltimore was a great experience for me. Looking back, the only bad part is that the days went by so fast and it was impossible to cram in all of the great things I wanted to see and do. The conference essentially took place adjacent to the University of Maryland’s School of Medicine. This urban campus is situated near the famous Baltimore Inner Harbor as well as Oriole Park and the eclectic neighborhoods that tend to surround a college campus. The opening night at Westminster Hall was amazing. Who knew that so many great gothic costumes could be found outside of an average American high school? Perhaps it was the inspiration of the nearby burial of Edgar Allan Poe, born in Richmond but dead in Baltimore. It was a fantastic evening—so many new people to get to know. The group was small enough to really get to know people yet large enough to see a diverse crowd.

The next morning brought about a well organized and jam packed day of vendors, posters, and lectures. Technology was the key with the vendors as they showed a full showcase of new products. For most small libraries the biggest hurdle to implementation would be a limited budget. For those who have the funding there was library management software, PDA resources, on-line textbooks, and more data base search engines than you can imagine. It is evident that these technologies are here to stay and growing all the time, which will marry libraries and information technology. It will be highly necessary for library staff to have more than a basic working knowledge of computers and technology to stay ahead of the curve and be instrumental in securing these tools for their respective institutions. The food, sponsored by the vendors, was excellent.

The poster sessions were also heavy on technology. They showed everything from Virginia Commonwealth University’s slick PubMed overlays to East Carolina University’s Laupus Library’s standout posters on the use of presentation tools. This is a great way for libraries to share what is working and what is not. The poster session, for me, was highly informative because I saw that libraries, no matter what size, face the same problems as smaller libraries. This was an excellent time to network and to learn to provide real world strategies to solve every day problems. It also serves as a springboard for ideas that can be applied at my home library. The work and effort on these posters truly reflected the excellence of their presenters.

Libraries and their staff must, like everyone, prepare for emergencies. The lecture by Dr. Georges C. Benjamin reflected current standards for preparing for and dealing with disaster. This was further reinforced my FEMA Hospital Incident Command Course (HICS). Libraries can be used in before, after, and during a disaster in a variety of ways. This includes management and safe storage of the library collection. The presentation was a good start to putting together the necessary resources to prepare for the unexpected.

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PERSONNEL CHANGES

Margaret Hoogland is the new Technical Services Librarian at the ACOG Resource Center. Terrie Wheeler is the new Chief Librarian at the Walter Reed Army Institute of Research library (WRAIR Gorgas Memorial Library). Formerly, Terrie worked at the National Institutes of Standards and Technology and the VA Medical Center libraries in Pittsburgh.

In June, Michele Malloy joined Georgetown's Dahlgren Memorial Library as the Education Services Librarian. A recent graduate of FSU's College of Information, Michele previously held a staff position within Dirac Science Library and has engaged in teaching and tutoring in a variety of settings. In her new position, Michele hopes to engage Georgetown faculty, staff, students, and researchers and encourage wider understanding and usage of the library resources.

Ivonne Martinez, a recent graduate from the University of Pittsburgh with a Masters in Library and Information Sciences has accepted a newly developed position at Georgetown as the Hospital Outreach Librarian. Ms. Martinez has spent the last 13 years at the Dahlgren Library in a series of increasingly responsible and challenging positions. In her new position she will lead and coordinate Dahlgren Library efforts to initiate and facilitate continuing collaborative relationships and partnerships with the Georgetown University Hospital.

Providence Hospital had its first Information Technology Fair on Nov. 5, 2007. This was the kick-off event for the hospital's celebration of Health Information Management and Technology Week. The purpose of the fair was to showcase the various electronic products that Providence acquired during the previous year. About 100 staff and physicians saw demonstrations of 12 different resources. Library Director RoseMarie Winiewicz coordinated the fair and demonstrated several library-related resources.

NEWS FROM WVU

Virginia Bender, Education Coordinator/Reference Librarian at West Virginia University's Health Science Library, was recently named a Distinguished Member of MLA's Academy of Health Information Professionals (AHIP). She has been active in MAC since 1995, serving on various committees.

The AHIP recognizes medical librarians based on their involvement in the field and professional organizations and their efforts in continuing education.
MEDICAL LIBRARY CLOSURE: DURHAM REGIONAL HOSPITAL, DURHAM, NC

Throughout the nation, the digital age has transformed academic libraries from paper-based to on-line. Because of this, and because Watts School of Nursing has moved off campus, we are closing the Medical Library at Durham Regional Hospital effective Nov. 5, 2007. This was the announcement issued by the Interim CEO of DRH to hospital employees. The Coordinator of Library Services at the now defunct library was Anita Hasty-Speed.

NEWS FROM DUKE UNIVERSITY MEDICAL CENTER LIBRARY.

Brandi Tuttle presented as a panelist at the SC/MLA annual conference in Charleston, SC. The "Virtual Reference Services" panel was part of the Technology Symposium held on Tuesday, November 13th. The panel focused on virtual reference service in both academic and hospital libraries and discussed caveats and considerations for the implementation and management of virtual reference.

Robert James presented a session on writing disaster plans at the state-wide conference Before Disaster Strikes: Networking to Protect Our Records, sponsored by the North Carolina State Historical Records Advisory Board and the North Carolina State Archives. It was held in Raleigh, NC, November 14, 2007 at the North Carolina State University McKimmon Conference & Training Center.

Megan von Isenburg, Associate Director Public Services, developed a Library Toolbar for use with Internet Explorer and Foxfire that only takes a few seconds to download. Patrons and staff can use the toolbar to quickly search the Web via Google, the Library's Website, PubMed, the catalog and subject guides. Patrons have access to the Library's quick links at the click of a button from any Web page. Choices are available for finding articles with direct links to the catalog, electronic journals, PubMed, the Single Citation Matcher and Interlibrary Loan. Options are also available to get quickly to your email, ask for reference assistance, and more. Check out the look of the new tool bar http://www.mclibrary.duke.edu/about/news/ln10-07.html

Two NC FPIN librarians from Duke, Anne Powers and Hattie Vines recently published in the Journal of Family Practice (JFP):


The Southern Regional AHEC Information Access Center in Fayetteville, NC received an LSTA Internet Infrastructure Improvement Grant in the amount of $17,700, July 2007. The grant is to upgrade the equipment in the IAC’s computer classroom. The funds cover ten new computers, ceiling mounted LCD projector, electronic white board, and new furniture. SR-AHEC provided matching funds.

Last year SR-AHEC IAC received an LSTA Basic Equipment Grant. This grant upgraded the public access workstation area. The IAC received ten new computers, two multi-workstation tables, two PAC stands, and a printer.

Dr. Dorothy A. Spencer, Director of the William E. Laupus Health Sciences Library, has been named Associate Vice Chancellor for Communication and Information Resources for the Division of Health Sciences, East Carolina University. In addition to her duties as library director, Dr. Spencer will oversee the reorganization of the former Center for Health Sciences Communications in ECU’s Brody School of Medicine into a Multimedia and Technology Services (MTS) unit within the Laupus Library.

The new Multimedia and Technology Services will integrate existing library IT support, with desk top and classroom support services, web design, biomedical photography, videography and television production, videoconference support services and management of ECU-TV. The new unit will provide engineering and videoconference support services to ECU’s telemedicine program.

Dr. Spencer joined the Division of Health Sciences in 1997 when she was named director of the Laupus Library. She holds a Master’s degree in Librarianship from Western Michigan University and a PhD in Biomedical Communications / Adult and Continuing Education from the University of Nebraska.

M.J. Tooey, MLS, AHIP, executive director of the Health and Human Services Library (HSHSL) at the University of Maryland, Baltimore, has been elected to a three-year term in the PALINET Board. PALINET is a cooperative membership organization representing hundreds of libraries, information centers, museums, archives, and other similar organizations throughout Delaware, Maryland, New Jersey, Pennsylvania, West Virginia, and beyond.

Stefanie Warlick, liaison & outreach services librarian at the University of Maryland Baltimore’s Health Sciences and Human Services Library and a liaison to the School of Nursing, has been named a 2008 Emerging Leader by the American Library Asso-
(Continued from page 8) 

The ALA Emerging Leader program offers select librarians under 35 with leadership training opportunities, an inside look at the ALA and networking opportunities with more than 100 other emerging leaders.

Send news and current happenings to your state reporters. We want to hear from each MAC state

Virginia

Patricia Greenberg
State Reporter
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Technology has become the library’s closest ally and this was emphasized again in the technology symposium. This really got me enthusiastic about where libraries are headed in the next few years and even beyond. By incorporating mainstream technology such as the iPod and blogs into library use patrons become engaged in learning on a whole new level. Podcasts and the use of pictures go so far beyond traditional “VCR tape” and other tradition audio-visual roles. Libraries are also finding very practical ways to use Blogs and Wikis to disseminate information about themselves between libraries and to the patrons that they serve. Learning not only becomes more active but more enjoyable. Making the experience more enjoyable for library patrons has got to be at the forefront of where libraries are going.

It was a privilege to be able to attend the conference. My only regret was not having enough time and not being able to see more sights. I believe that now, more than ever before, is an excellent time to get involved in the library field. I am looking forward to pursuing a Master’s Degree in the field and to definitely come to another MAC conference. I am so grateful for being chosen to participate.

Travis Scott Smith
MAC Scholar
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In honor of National Medical Librarians Month, the Franklin Square Hospital Center Medical Library hosted an “open house” on Wednesday, October 17th. The theme of the event was “The Medical Library is your Map and the Medical Librarian is your Guide through the Jungle of Clinical Information.” Around 90 people attended the event, including medical staff, residents, nurses, pharmacists, and medical students. Attendees were greeted at the door by Lynne Peters, Medical Librarian, with a detailed map of the Medical Library. They were then directed to pick up a folder which contained information on the resources available through the library, both print and electronic, as well as a step-by-step hand-out on how to access the library’s resources off-site.

There was one panel on the wall for each geological site, such as Medical Literature Mountain, displayed on the map (fig. 1) found on the front of the informational folder. The panels contained more detailed information on each of these sites and what resources were available from the Medical Library to explore them. The event concluded with the drawing of the raffle winners. Patty Parnell, PACU; Kim Shanahan, PACU; Debbie Suoboda, Pediatrics; Dr. Tiffany Middleton, OB/GYN; and Audrey Pichair, a Medical Student all won a copy of Dubin’s Rapid Interpretation of EKG’s. While D.J. Zaveri, Pathology/Hematology, won a mug. Congratulations to all the winners.

The Medical Library has additional informational folders available for anyone who is interested. To receive one, please stop by the library or phone X7363. Thanks to everyone who attended the Open House and made it such a successful event.

Megan Greives, Library Clerk, poses next to the River of Knowledge, which highlighted all of the educational and continuing education resources available through the Medical Library.

Two of FSHC’s Nurse Educators viewing a list of the Medical Library’s newest books at the Medical Book Grove Panel.

Figure 1: Map of Clinical Information Sites
Most of us are aware that the academic library and hospital library settings present their own unique challenges. There can be significant differences between the two as far as physical environment, collections, electronic resources and, of course, staffing. However, aside from these intrinsic differences, are the needs of the librarians at academic libraries vs. hospital libraries that diverse?

MAC conducted a needs assessment of its members in August 2007. When the data was tallied a comparison was made between academic and hospital librarians’ responses.

Similarities

The three most important MAC activities were rated by both groups as the annual meeting, CE, and networking. Both sets of respondents indicated using email or attending the annual meeting as their primary networking method. Of annual meeting events, both hospital and academic librarians rated program events such as speakers, contributed papers, and CE as most valuable. Traditional classroom structure was the most requested method for the future delivery of CE, with Webinars and self-paced tutorials as second and third.

Differences

Attendance at meetings differed between hospital and academic respondents. While 67% of academic librarians attended the annual meeting, only 30% of the hospital librarians were able to attend annually, with 48% attending every other year. Cost was the number one deciding point for hospital librarians when considering the annual meeting, while meeting date was the deciding point for academic librarians.

Two thirds of hospital librarians who responded have attended a MAC sponsored CE in the past three years compared with half of academic librarians.

Technology and access to technology differed greatly between the two groups. Only 20% of hospital libraries have no access restrictions, compared to 82% of the academic librarians. Streaming video, social networking sites and instant messaging are blocked for more then half of the hospital librarians responding.

Food for Thought

It appears the core needs of both groups are essentially the same: attending annual meetings, CE, and networking still appear very important to all librarians.

However, because less than half of the hospital library respondents attend the annual meeting each year, there appears to be uncertainty whether their needs for education and networking can be met through the traditional methods of annual meetings and classroom instruction. Is the lack of travel funds (often cited as an issue in the past) still prohibiting hospital librarians from attending meetings and CE?

As the survey reflects, technology issues are also a concern. Firewalls and concerns about HIPAA and patient security have also limited many hospital librarians’ use of popular communication methods such as instant messaging. Will restriction to technology have a greater impact on the hospital librarians’ ability to communicate with colleagues in the future?

What Can Be Done?

What role can MAC take in meeting the
needs of hospital librarians when the librarians’ travel funds are limited or non-existent and accessibility to new technology is restricted? Is there a need for more CE available through Webinars or DVD’s? Should recordings of the annual meeting be made on CD-ROM or DVD and be available for members to purchase or borrow?

What about hospital librarians who are not members of MAC or who did not respond to the survey? Is there a greater need out there that we have been unable to tap into?

As we have seen, need and preferred method for education and networking is similar in both groups. The difference lies in how these needs will be met for the hospital librarian now and in the future and what role, if any, our professional organizations play in assisting hospital librarians to meet these needs.

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2007 MAC Awardees
MAC Librarian of the Year - Julia Shaw-Kokot
Marguerite Abel Service Award - Andrea Horne
One Person Library Recognition Award - Claire Meissner

AHIP points for newsletter byline!

Here’s your chance to amass AHIP points—contribute to MacMessages!

Linda Collins relates that a “bylined contribution in a newsletter” is worth one point.
“Newsletter articles written as part of committee responsibilities are not awarded points.”

For further details refer to the Academy Point Index under “bylined contribution to a newsletter” at:
www.mlanet.org/academy/points2.html#authoring.

-Editor

MacMessages is now quarterly!

Please make a note on your calendar to send those newsworthy items in an email format to your state reporter when you think about it.
Your reporter will consolidate those random emails into a very newy article for the News From The States column.

Thanks again,
-Editor